



BURLINGTON DOWNTOWN

Executive Director's Report

December 2025 / January 2026

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Downtown Parking Survey results

Executive Summary

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Next Steps

Downtown Parking Survey 2025

Parking Survey Fast Facts:

- 10- minute survey with 11 questions
- Comments and open-ended commentary as well as “fixed” selections
- Open for 20 days: December 3rd to December 23
- Promoted: 3x E-news and direct member visits

Downtown Parking Survey Analysis

Overview: The survey of **27** downtown business stakeholders revealed critical concerns regarding the current and future state of public parking. The respondents, **97%** of which were businesses east of Brant Street identified as being heavily reliant on automobile transportation. They expressed overwhelming concern with parking availability. There is a strong consensus that the current parking supply is insufficient to support business operations today or accommodate future growth.

Key Findings

- **Critical Shortage for Growth:** **92%** of respondents disagree that there is adequate public parking to support the growth of their business over the next 5 years.
- **Employee Impact:** **69%** report that there is insufficient parking within one block to meet the needs of their staff, **77%** of whom rely primarily on automobiles.

- **Negative Customer Experience:** **96%** of businesses describe the feedback they receive from patrons regarding parking as "generally negative."
 - **High Frequency of Complaints:** **65%** of businesses receive feedback about parking from patrons on a frequent or daily basis.
 - **Opposition to Paid Parking Extension:** **77%** of respondents are opposed to extending paid parking hours past 6:00 p.m.
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Detailed Analysis

1.Primary Pain Points: Availability and Convenience When asked to rank their patrons' most important parking considerations, respondents identified "**Ease of finding a parking space**" as the number one priority, followed closely by "**Location/convenience.**"

- **Tier 1 Concerns (Highest Priority):** Ease of finding a space; Location/Convenience.
- **Tier 2 Concerns:** Cost/Price; Type of parking; Security/Safety.
- **Tier 3 Concerns:** Ability to leave a car all day.

Qualitative feedback indicates that patrons are frustrated by the need to "circle" for spots, with some leaving the area entirely if parking cannot be found quickly.

2.Patron Behavior and Turnover The majority of businesses serve patrons who require short-to-medium term parking:

- **46% report patrons stay less than 1 hour.**
- **42% report patrons stay 1–3 hours.**
- Only **8%** report patron visits exceeding 3 hours.

This usage pattern suggests a high need for turnover and readily available short-term spots near business entrances, rather than long-term storage options.

3. Policy Feedback: Paid Parking Hours There is strong resistance to the proposed extension of paid parking after 6:00 p.m.

- **20 out of 26 respondents (77%) voted "No" to the extension.**
- Among the few who were open to it, conditions were suggested, such as ensuring the revenue directly funds parking improvements or extending it only to 8:00 p.m. rather than late night.

Operational Impact The lack of parking is not just a customer service issue but an operational one. With nearly 70% of businesses stating their employees cannot find adequate parking nearby, staff are often forced to compete for the same limited inventory as customers or park at significant distances/costs, further straining the limited supply.

Conclusion

The survey results quantify a business community deeply concerned about parking infrastructure. The prevailing sentiment is that the current supply is already at capacity and inhibiting potential revenue. Stakeholders strongly favor strategies that increase the **supply and ease of finding spaces** over changes to pricing structures or enforcement hours. Addressing the availability of convenient, short-term parking is identified as the most critical factor for sustaining downtown business vitality.

Next Steps:

- **Synthesize** and share survey results with BDBA membership
- **Share** detailed survey and summary with Transportation Services, C.O.B. and Downtown Parking Advisory Committee
- **Integrate** the results into the Downtown Parking Plan report, slated for Q1 2026, as “lived experiences” data
- **Support and advocate** with City Council a plan to build new public parking supply east of Brant Street (garage?) and expedite funding

10 - Minute Downtown PARKING Survey

27 Responses 09:37 Average time to complete Active Status

1. What is your business address?

27 Responses

Latest Responses
"396 Martha Street"
"707 Brant st"
"408 John St"

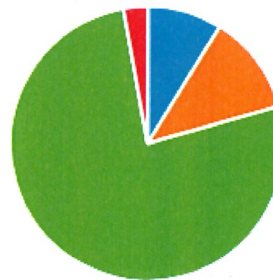
2. How many full-time staff members does your business employ annually?

27 Responses

Latest Responses
"7"
"6"
"2"

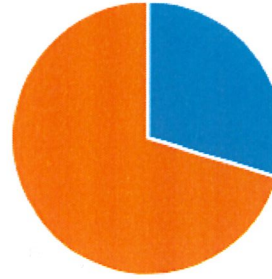
3. What is the **primary** mode of transportation for your full-time staff members?

- Walk 3
- Bus/Transit 4
- Automobile 26
- Other 1



4. Do you agree with the following statement: *"There is adequate public parking (within one block) to meet the needs of my employees that drive"*?

● Yes	8
● No	19



5. COMMENTS:

19
Responses

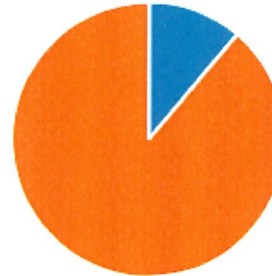
Latest Responses

"As a brand new business, at times I have family members or...

"Definitely not enough parking "

6. Do you agree with the following statement: *"There is adequate public parking supply Downtown to support the growth of my business over the next 5 years"*?

● Yes	3
● No	24



7. COMMENTS:

15
Responses

Latest Responses

"Being on Martha street, we are tucked away and parking is ...

"My clients can barely find parking "

8. The BDBA would like to learn more about feedback that your patrons have shared regarding public parking supply.

What is the average amount of time that a patron spends in your place of business?



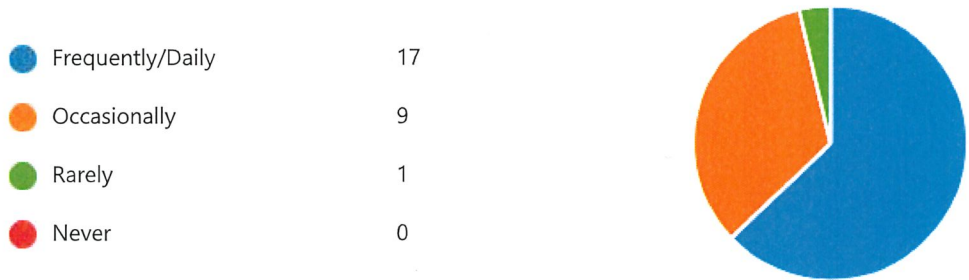
9. Other/Comments:

7 Responses

Latest Responses

"If we had even a collection of spots that were 1 hour or less,..."
"My clients have to circle and circle the streets before finding..."

10. How frequently do your patrons engage you (and your staff) with feedback about Downtown parking?



11. COMMENTS:

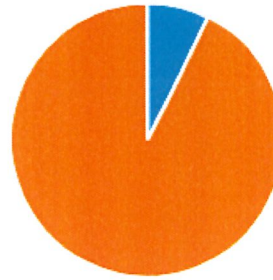
12 Responses

Latest Responses

"It's the Holiday season... outside of which red non alcoholic w..."

12. Is the feedback your business receives about Downtown parking *generally*:

- Positive 2
- Negative 25

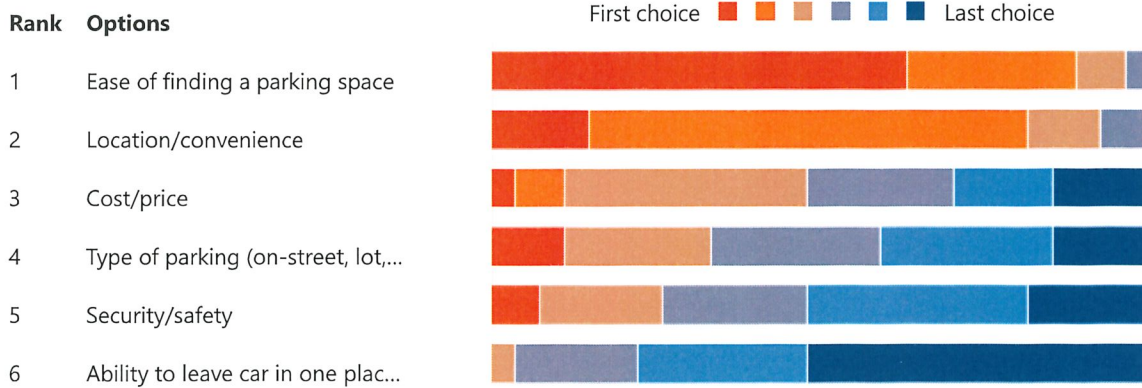


13. Comments:

11 Responses

Latest Responses
"covered in other comments."

14. (Regarding negative feedback): How do you characterize your patrons' **most important** parking considerations. Please rank



15. **As noted, City Council will be considering a series of long-term parking strategies and options to enhance the public parking system downtown.**

What is the *most important* recommendation that your business feels would enhance parking operations Downtown?

27 Responses

Latest Responses

"The city laws for parking downtown are actually very accom...

"Another parking garage "

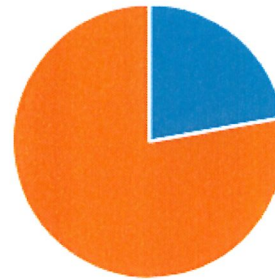
"Daily maximum charges "

16. Finally, a subcommittee of the DPC is investigating changes to paid parking after 6:00 p.m.

- Paid parking: Mondays to Fridays/Saturdays (Lots 1, 4, 5 and on-street parking) from 9 a.m. to 6 p.m. The parking rate is \$2 per hour.
- There is no fee to park in most Downtown parking lots from 6 p.m. to 1 a.m. Monday to Friday, and all day on Saturday, Sunday and holidays.

Does your business support a change that would result in charging for parking after 6:00 p.m.?

● Yes	6
● No	21



17. If yes, how long should paid parking extend after 6:00 p.m.?

10 Responses

Latest Responses

"9pm Question 16 has an error. Saturdays is paid parking do..."



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